

FIG. 1

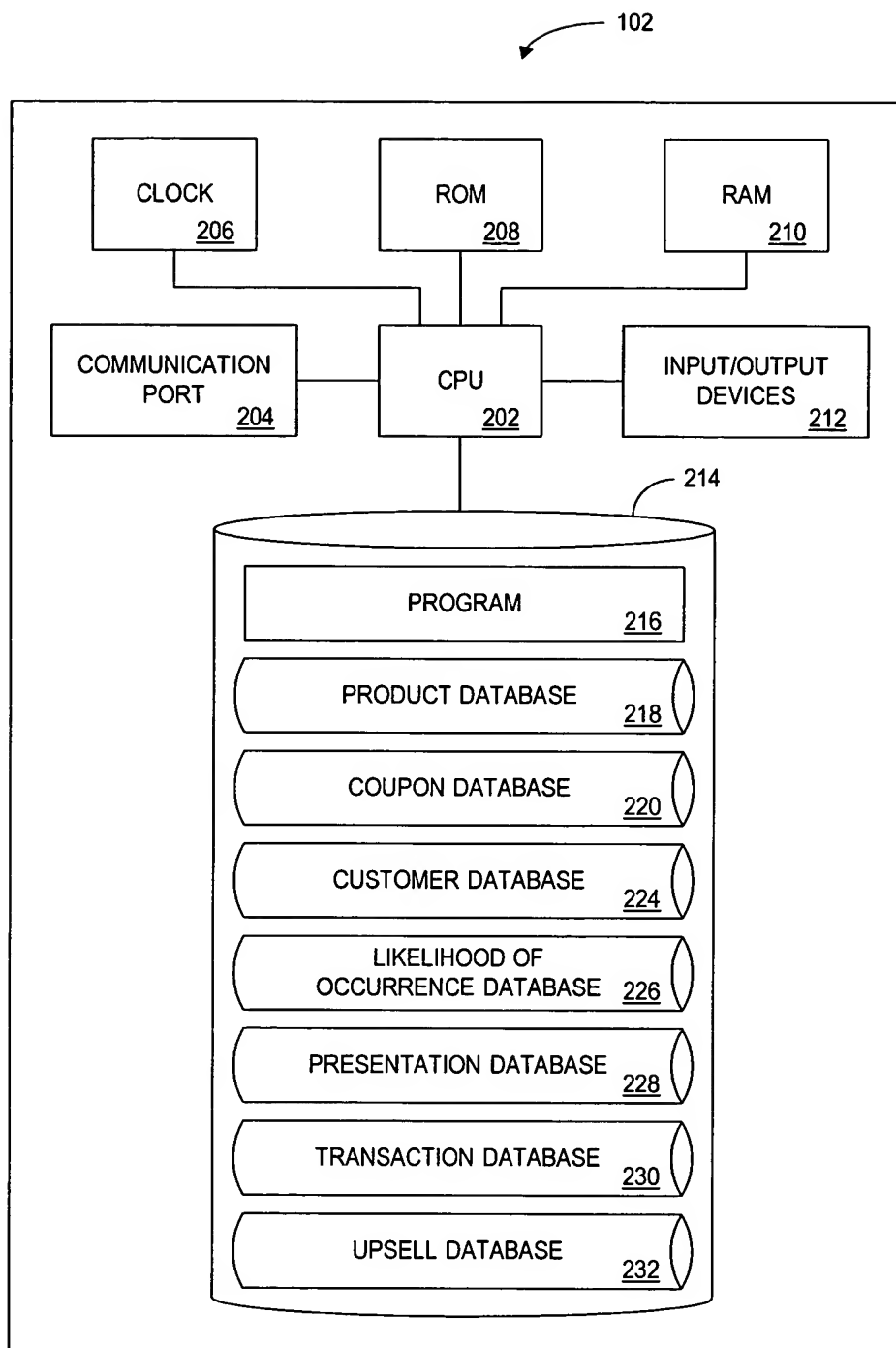


FIG. 2

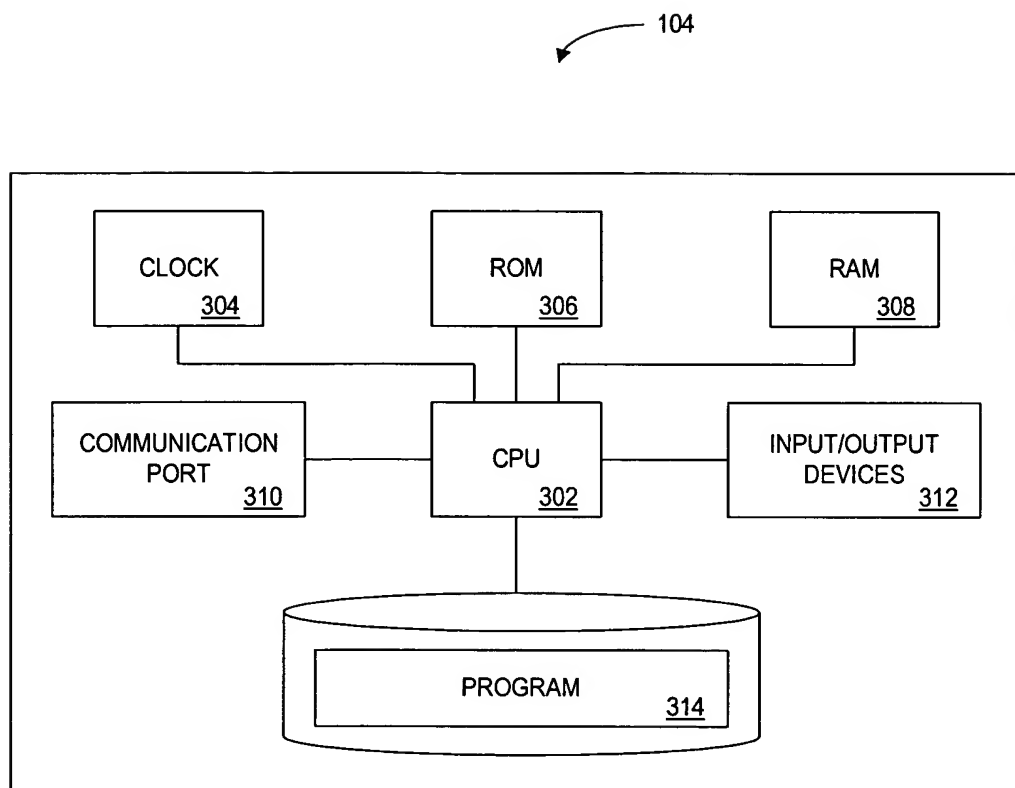


FIG. 3

400

PRODUCT IDENTIFIER 402	PRODUCT 404	RETAIL PRICE 406	PRODUCT IMAGE 408
P-631	CANNED CORN	\$0.89	IMAGE OF CAN
P-100	FROZEN PIZZA	\$2.56	IMAGE OF PRODUCT BOX
P-102	MARGARITA MIX	\$6.87	IMAGE OF PRODUCT JAR
P-875	BEANS	\$1.23	IMAGE OF MANUFACTURER'S HOUSE LOGO AND TEXT: 'BEANS'
P-278	BUTTER	\$1.95	IMAGE OF STICK OF BUTTER WITH DAIRY'S LOGO

FIG. 4

500

COUPON IDENTIFIER 502	COUPON MESSAGE 504	COUPON SYMBOL 506	COUPON RULE 508
C-7872	50 CENTS OFF ANDY'S 1 LB. BAKING CHOCOLATE (P-7872)	AN IMAGE OF A SECTION OF BAKING CHOCOLATE, ALONG WITH THE COUPON MESSAGE	IF P-7872 WAS PURCHASED BY CUSTOMER DURING LAST TRANSACTION BUT NOT DURING THIS TRANSACTION, THEN C-7872 IS A POSSIBLE OUTCOME
C-2839	20% OFF ALL BRAND Y CEREALS (LIMIT 1 PER CUSTOMER)	AN IMAGE OF BRAND Y CEREAL BOX, ALONG WITH THE COUPON MESSAGE	IF A BRAND Y CEREAL IS BEING PURCHASED BY CUSTOMER, THEN C-2839 IS A POSSIBLE OUTCOME
C-2735	30 CENTS OFF ALL BRAND G YOGURT (EXPIRES 5/3/02)	AN IMAGE OF YOGURT CONTAINER, ALONG WITH THE WORDS "BRAND G YOGURT - 30% OFF"	IF CUSTOMER HAS SHOPPED AT STORE AT LEAST 3 TIMES, THEN C-2735 IS A POSSIBLE OUTCOME

FIG. 5

600

UPSELL IDENTIFIER 602	UPSELL MESSAGE 604	UPSELL SYMBOL 606	UPSELL RULE 608
U-372	IF YOU ROUND UP YOUR TOTAL TO THE NEAREST DOLLAR, YOU CAN GRAB A PACK OF BIG RED GUM	AN IMAGE OF BIG RED GUM, ALONG WITH THE UPSELL MESSAGE	IF AMOUNT OF CHANGE IS AT LEAST \$0.23 BUT NOT MORE THAN \$0.45, THEN U-372 IS A POSSIBLE OUTCOME
U-239	IF YOU ROUND UP YOUR TOTAL TO THE NEAREST DOLLAR, YOU CAN EXCHANGE YOUR BRAND X BEANS FOR BRAND X QUALITY BEANS	AN IMAGE OF BRAND X QUALITY BEANS, ALONG WITH THE UPSELL MESSAGE	IF BRAND X BEANS IS INCLUDED IN THE PRODUCTS TO BE PURCHASED, THEN U-239 IS A POSSIBLE OUTCOME
U-298	IF YOU ROUND UP YOUR TOTAL TO THE NEAREST DOLLAR, YOU CAN ADD 'FAST CAR' MAGAZINE TO YOUR PURCHASE	CURRENT COVER OF 'FAST CAR'	IF AMOUNT OF CHANGE IS AT LEAST \$0.65, THEN U-298 IS A POSSIBLE OUTCOME

FIG. 6

700

CUSTOMER IDENTIFIER 702	NAME 704	ADDRESS 706	TRANSACTION IDENTIFIERS 708		
			TRANSACTION #1 710	TRANSACTION #2 712	TRANSACTION #3 714
C-3289289	DAN MANN	123 MAPLE STREET	T-348927	N/A	N/A
C-2348164	IDA JONES	456 PINE STREET	T-4894847	T-6894948	T-2982348
C-8342789	MARY SMITH	789 OAK STREET	T-3095904	T-3089349	N/A

FIG. 7

800

TYPES OF POSSIBLE OUTCOMES 802	LIKELIHOOD OF OCCURRENCE OF TYPE OF OUTCOME 804
UPSELL OFFER	15%
COUPON	20%
ONE OF THE PRODUCTS THAT THE CUSTOMER WANTS TO BUY FOR FREE	5%
ONE OF THE PRODUCTS THAT THE CUSTOMER WANTS TO BUY FOR 50% OFF THE RETAIL PRICE	10%
NO PRIZE	50%

FIG. 8



900

OUTCOME <u>902</u>	CORRESPONDING VIRTUAL SLOT MACHINE PRESENTATION <u>904</u>
UPSELL OFFER	THE PAYOUT LINE DISPLAYS 3 IDENTICAL UPSELL SYMBOLS
COUPON	THE PAYOUT LINE DISPLAYS 3 IDENTICAL COUPON SYMBOLS
ONE CUSTOMER-SELECTED PRODUCT FREE	THE PAYOUT LINE DISPLAYS 3 IDENTICAL PRODUCT IMAGES
50% DISCOUNT ON ONE CUSTOMER-SELECTED PRODUCT	THE PAYOUT LINE DISPLAYS 2 IDENTICAL PRODUCT IMAGES INDICATING THE SAME PRODUCT AND ONE DIFFERENT SYMBOL
NO PRIZE	THE PAYOUT LINE DISPLAYS 3 DIFFERENT SYMBOLS

FIG. 9

1000

TRANSACTION IDENTIFIER: T-348927	CUSTOMER IDENTIFIER: C-3289289 <u>1004</u>
POS IDENTIFIER: POS-23908 <u>1006</u>	DATE: 5/30/00 <u>1008</u>
CASHIER IDENTIFIER: CA-2JR290 <u>1010</u>	TIME: 04:26 <u>1012</u>
SUBTOTAL=SUM OF RETAIL PRICES: \$4.61 <u>1014</u>	TOTAL (INCLUDES TAXES): \$5.03 <u>1016</u>
PRODUCT IDENTIFIERS: P-961 <u>1018</u>	OUTCOME: U-398 OFFERED TO CUSTOMER. CUSTOMER ACCEPTED UPSELL OFFER <u>1020</u>
FINAL TOTAL (TOTAL + THE OUTCOME IS TAKEN INTO ACCOUNT): \$6.00 <u>1022</u>	

FIG. 10

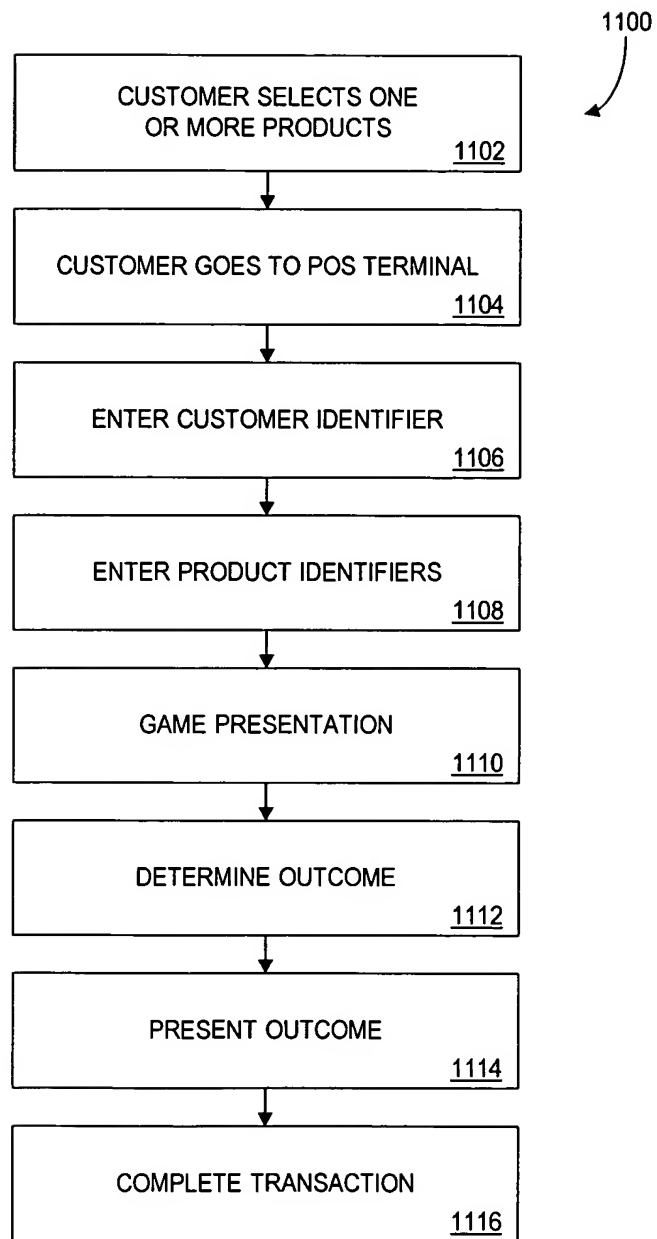


FIG. 11

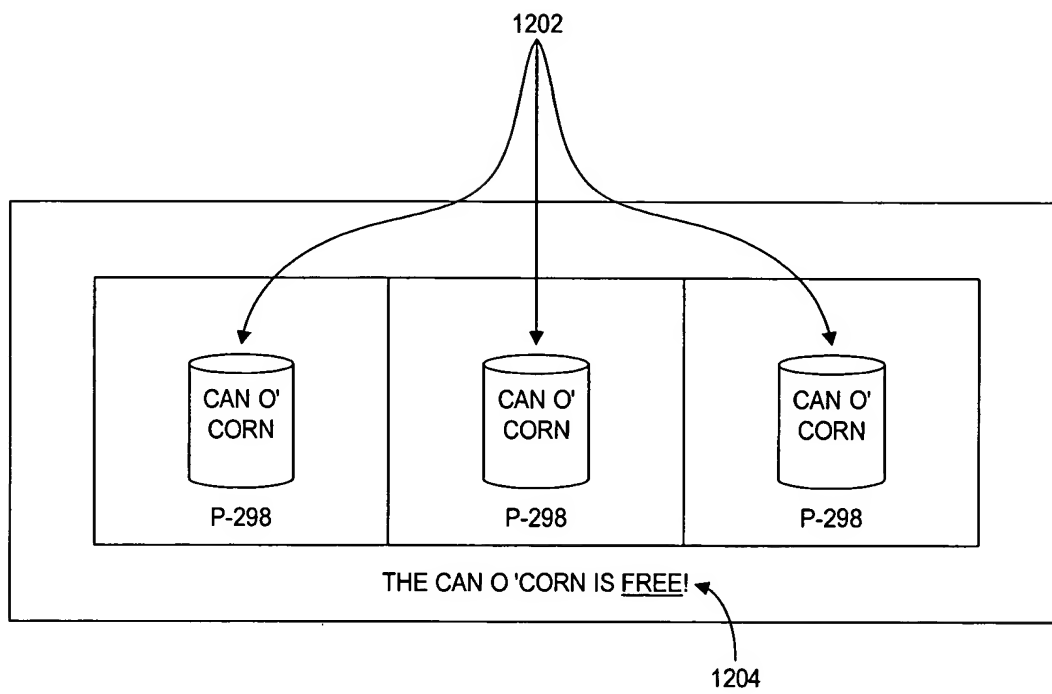


FIG. 12

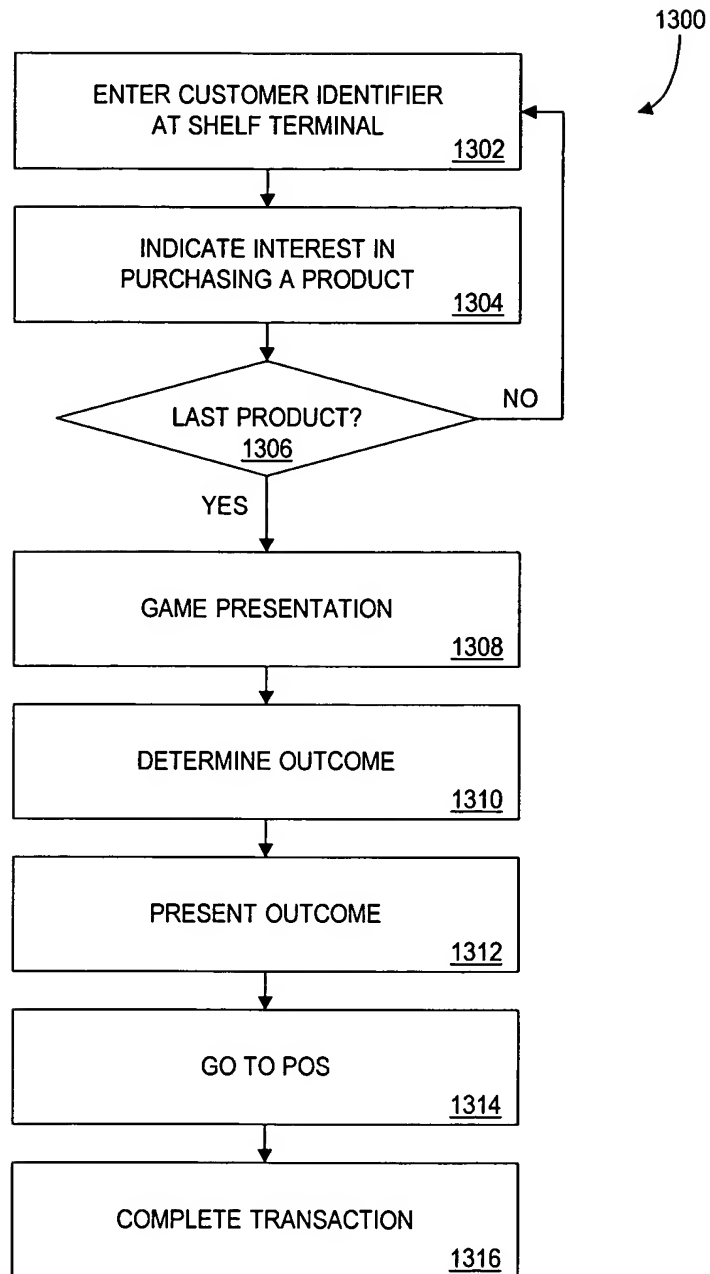


FIG. 13